

Warwick Road **KENILWORTH**

PROMOTIONAL DOCUMENT

PREPARED BY PEGASUS URBAN DESIGN
JULY 2014



VISION

The vision for the land at Warwick Road, is to provide a new sustainable extension to Kenilworth which will provide both new housing and new sports facilities for the town. This proposal will also provide a solution to the delivery issues surrounding the Council's Strategic Urban Extension at Thickthorn by enabling the Kenilworth Rugby Club to relocate to site with better facilities.

This vision is underpinned by eight principles:

1. Kenilworth Rugby Club

- Relocate the existing Rugby Club to land south of Kenilworth

2. Minimising adverse impacts

- Loss of Green Belt
- Existing community

3. Maintaining the urban/rural fringe character

- Sensitive design to preserve the urban/rural fringe
- Preserving the distinct identity of Kenilworth
- Integrating new buildings and spaces sensitively
- Developing a network of green spaces

4. Creating identity

- Attractive gateway to development and Kenilworth
- Providing a 'sense of place' through well designed spaces, built form and architecture inspired by surrounding context

5. Connectivity

- Creating links to Kenilworth
- Creating a walkable neighbourhood

6. Ensuring a high quality environment

- A new living environment of the highest standard
- A range of family housing (market and affordable)
- Provision of new public open spaces and structural landscaping
- Enhanced and improved playing fields and Clubhouse

7. Building a strong community

- Shared values, respect and neighbourliness
- Welcoming environment to foster community spirit and sense of belonging
- Supporting local organisations

8. Committing to on-going engagement

- Commitment to on-going meaningful engagement with local residents, Town Council, Kenilworth Rugby Club and Warwick District Council

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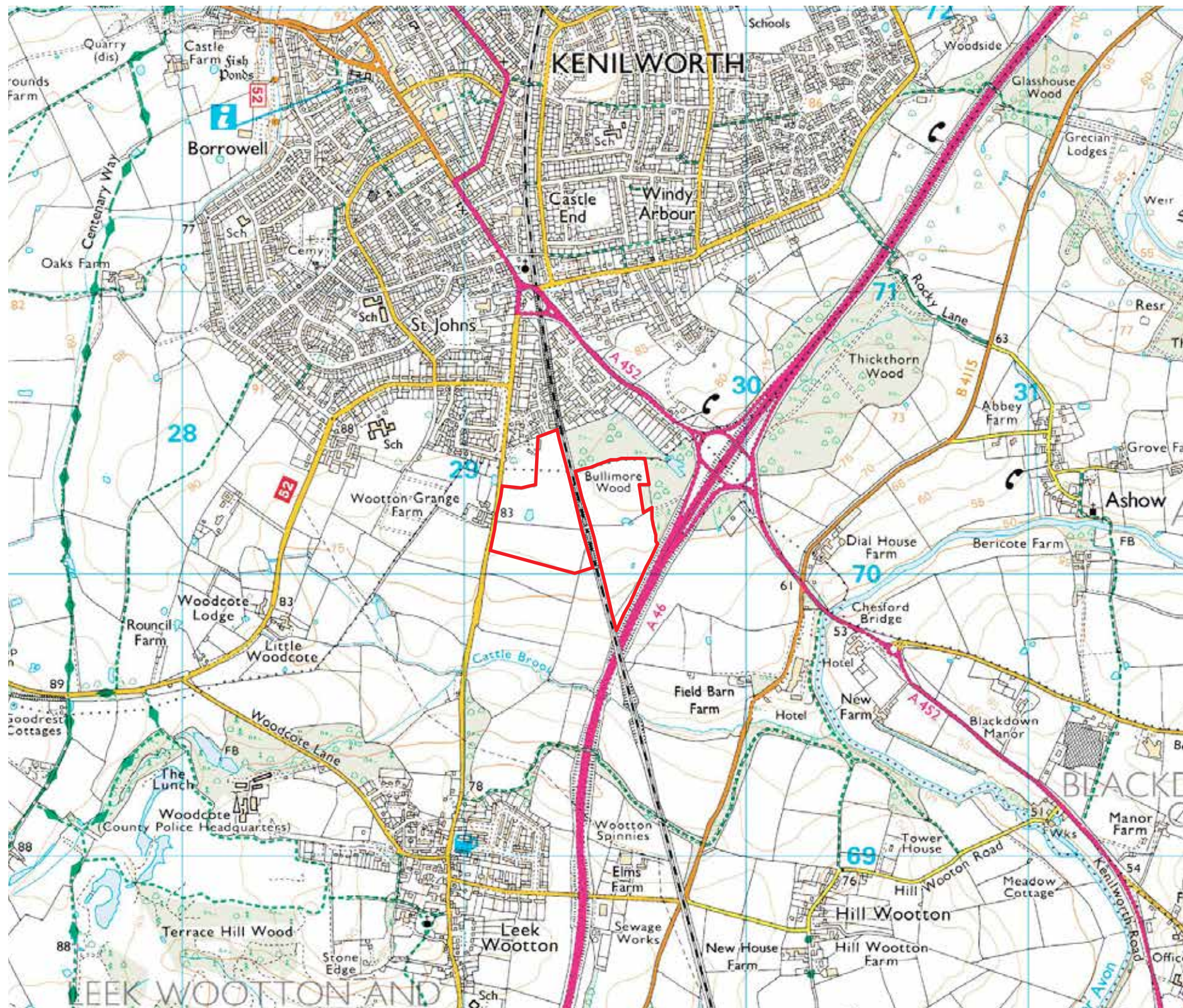
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INTRODUCTION

1



01 INTRODUCTION

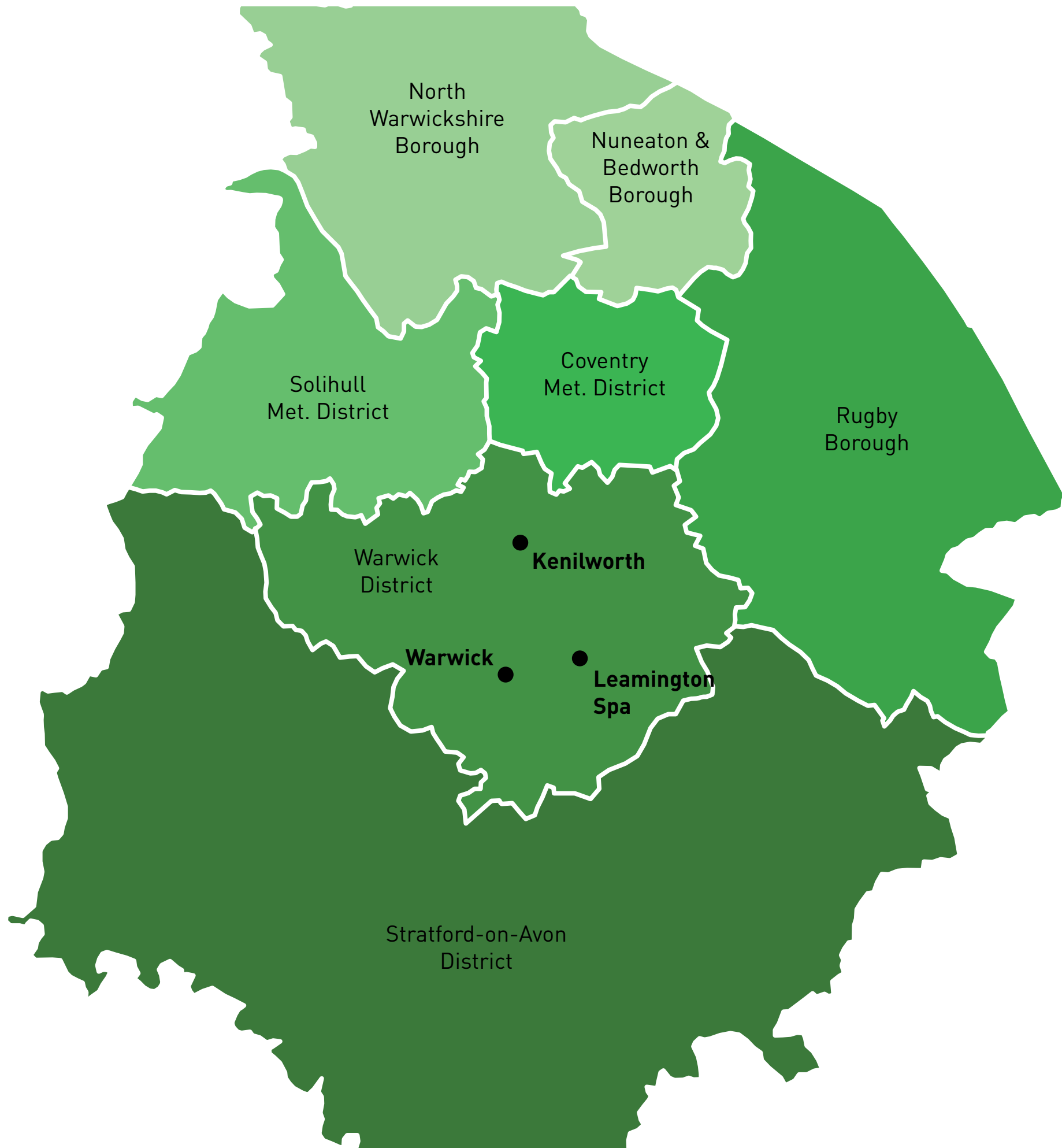
PURPOSE OF DOCUMENT

- 1.1 This promotional document has been prepared on behalf of Richborough Estates who seek a new allocation on land to the south of Kenilworth at Warwick Road in conjunction with the land owners. The purpose of this document is to explain the development proposal and consider the merits of the site in the context of the emerging Warwick District Local Plan 2011-2029.
- 1.2 Representations submitted by Strutt & Parker LLP on behalf of Richborough Estates advocates for the release of this land from the Green Belt. It is submitted that in the balance of the planning considerations the planning advantage lies firmly in favour of releasing land to:
 - Provide an appropriate solution to the deliverability issues surrounding the land east of Kenilworth (Thickthorn);
 - Make available land for the relocation Kenilworth Rugby Club, inclusive of new and enhanced playing facilities; and
 - Deliver new housing in a sustainable location to provide more flexibility to the District's spatial planning strategy to meet its objectively assessed housing need.
- 1.3 Richborough Estates and the landowners are in discussions with Kenilworth Rugby Club ("KRC") regarding the potential for relocation of the existing facilities to land south of Kenilworth.
- 1.4 KRC has searched for a potential relocation site for a number of years. Having reviewed all available options, land south of Kenilworth is believed to be the only feasible option for relocation and delivery of the required sports facilities.
- 1.5 Relocation of KRC will provide improved facilities for the town, more importantly it will ensure the proposed allocation is deliverable and will enable the proposed allocation to be planned and developed comprehensively from the outset.
- 1.6 The land at Warwick Road is well placed to assist the delivery of the strategic urban allocation east of Kenilworth by enabling land to accommodate KRC.
- 1.7 The land at Warwick Road is capable of providing in the region of 100 new homes and a replacement home for KRC. Allocation of the site will ensure that Warwick District Council is able to deliver a balanced, flexible and responsive supply of suitable land to achieve its emerging housing objectives.



SITE & SURROUNDING CONTEXT

2



02 SITE & SURROUNDING CONTEXT

SITE CHARACTERISTICS

LOCATION

- 2.1 Kenilworth lies approximately 10 km south west of Coventry and 6 km north of Warwick. The geographic location of the site is shown in the Local Planning Policy Emerging Plan.

THE SITE

- 2.2 The site is located immediately adjacent to the southern built-up edge of Kenilworth and extends to circa. 21 hectares (52 acres) and comprises a network of fields, which are primarily used for arable crops and/or silage rotation.
- 2.3 The site is bounded to the north by residential boundaries associated with the properties on Newey Drive, the adjoining Kenilworth Cricket Club and Bullimore Wood; to the east by Bullimore Wood; to the south by the A46 and the vegetated course of Cattle Brook; and to the west by Warwick Road.
- 2.4 The landform has subtle undulations, with a gentle slope running north (83 metres AOD) to south (62 metres AOD); centred on OS Grid Reference SP 29378 70032.
- 2.5 The Cross Country rail line between Coventry and Leamington cuts through the site.



CONTEXT

KENILWORTH

- 2.6 Kenilworth grew rapidly after the war and today has a strong residential character due to its proximity to Coventry and the nearby West Midlands Conurbation. Today, as one of three main town centres within the District, Kenilworth provides a focus for retail, leisure and employment.
- 2.7 Over the last 20 years Kenilworth has seen relatively little new growth. New housing which has been provided has been largely at the expense of employment land being lost.
- 2.8 Today, Kenilworth has a population of approximately 22,413 according to 2011 ONS Census.

TRANSPORT CORRIDORS

- 2.9 The primary vehicular route within the area is the A46. This links Kenilworth with Coventry, Stratford upon Avon, Warwick, M40 and M6 Motorways.
- 2.10 In terms of public transport routes, there are existing bus services which connect Kenilworth with the surrounding sub-region - 7 services in total. A summary of the bus services serving Kenilworth are set out below.
- 2.11 The Number 16 passes straight past the site with the closest bus stop being located between Rouncil Lane and Newey Drive, a couple hundred metres to the north of the site set out in the table opposite.
- 2.12 According to best practice guidance walking offers the greatest potential to replace short car trips, particularly for journeys under 2km. A range of services and facilities – including the town centre – are well within 2km distance of the site.

- 2.13 In May 2011, Network Rail published the West Midlands Route Utilisation Strategy (“WMRUS”). A fundamental component of the strategy is the delivery of a new station at Kenilworth which boost the overall sustainability of the town. The new station will provide local residents access to the national rail network and encourage increased use of rail for journeys that might otherwise be undertaken by car. Accordingly, the new station at Kenilworth will help improve accessibility, reduce road congestion and aid economic regeneration in the area through increased access to jobs, education and leisure opportunities. Proposals for the station were submitted in March 2014 and the planned opening date will be confirmed later in the year.
- 2.14 To summarise, Kenilworth is considered to be a highly sustainable location for the provision of new housing. The allocation of the site for new housing development would accord with the aims of the National Planning Policy Framework to promote sustainable transport.

SERVICE NO.	ROUTE	OPERATOR	MON - FRI	SAT	SUN	FIRST BUS	LAST BUS
11	Lemington - Kenilworth - University of Warwick - Coventry	National Express West Midlands	20 mins	30 mins	60 mins	0751	0007
16	Stratford - Ryton Hill Park - Sherbourne - Warwick - Warwick Hospital - Woodloes Park - Spinney Hill - Leek Wooton - Kenilworth - University of Warwick - Coventry	Stagecoach	60 mins	60 mins	60 mins	0759	1930
X17	Heritage Motor Centre - Jaguar Land Rover - Gaydon - Lighthorne Heath - Warwick - Warwick Hospital - Warwick Railway Station - Leamington - Kenilworth - Coventry	Stagecoach	15 mins	15 mins	60 mins	0630	2149
86	Kenilworth - Coventry - Binley - Binley Woods - Brandon - Wolston - Bretford - Church Lawford - Lawford Green - Long Lawford - Rugby - Woodlands	Stagecoach	30 mins	30 mins	120 mins	0917	191553
539	Kenilworth - Stoneleigh - NAC Stoneleigh - Bubben Hall - Baginton - Coventry	Johnsons	120 mins	120 mins	N/A	0856	1704
U1/U2/U12/U17	Sydenham - Leamington - Kenilworth - University of Warwick		20 mins	20 mins	20 mins	0756	0130
Flexibus 233	Solihull - Knowle - Balsall Common - The Hill - Burton Green - Kenilworth	A & M Group	Mon & Thurs only	N/A	N/A	1105	1105



Viewpoint 1



Viewpoint 2



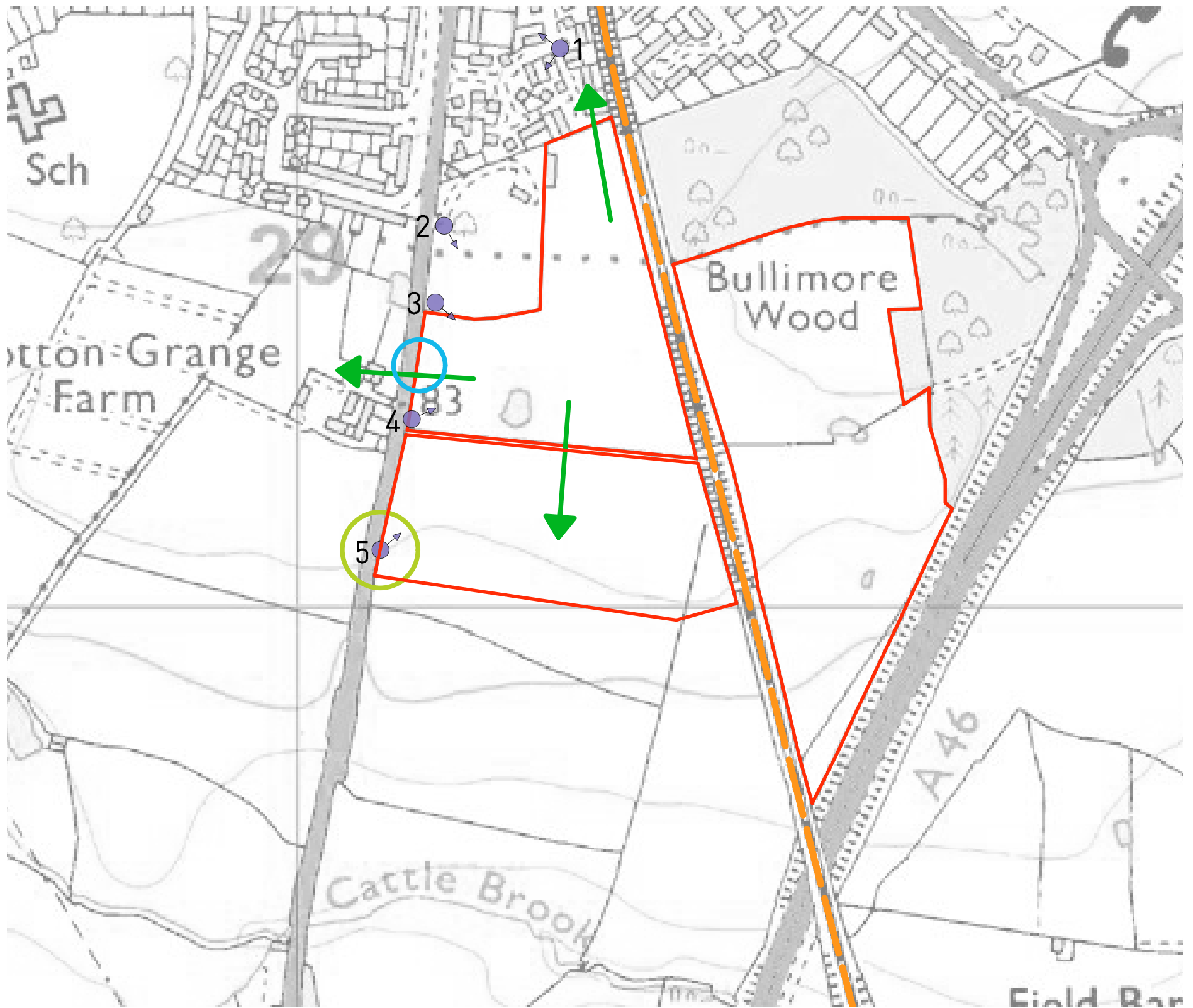
Viewpoint 3



Viewpoint 4



Viewpoint 5



Potential Residential



Railway Line



Potential Access (Rugby Club)



Potential Rugby Club



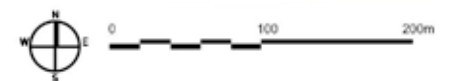
Potential Views



Photo Viewpoint



Potential Access (Residential)



PLANNING POLICY

LOCAL

- 2.15 The Warwick District Local Plan was adopted by the District Council in September 2007 and covers the Plan Period up to 2011. The Local Plan is 'out of date' albeit some policies have been 'saved' for the purposes of maintaining a 'continuity' of the planning policies. The 'saving' of planning policies does not mean that if now presented to the Secretary of State within a new local plan that the policies would be accepted.
- 2.16 The Local Planning Authority is currently preparing a new Local Plan, the most recent draft of which was published for public consultation in May 2014. This emerging Local Plan establishes the Council's policies and proposals to support the development of the District for the period up to 2029.
- 2.17 Published for public consultation in May 2014, the emerging Warwick District Local Plan ("WDLP") establishes the Council's policies and proposals to support the development of the District for the period up to 2029.
- 2.18 In terms of meeting the objectively assessed housing need Objective 1 of the WDLP states:
- 2.19 In the context of Kenilworth, Policy DS10 of the WDLP makes provision for 850 new homes on Greenfield site on the edge of the town. Policy DS11 prescribes that these 850 new homes will be delivered on the allocated sites at Thickthorn (760 homes) and Crackley Triangle (90 homes). The allocation of land at Thickthorn is therefore fundamental to the delivery of the WDLP.

"Provide a sustainable level of housing growth (and balance this with economic growth, to...meet future housing needs, and to help deal with issues of need for affordable housing. The local plan will: [amongst other things]

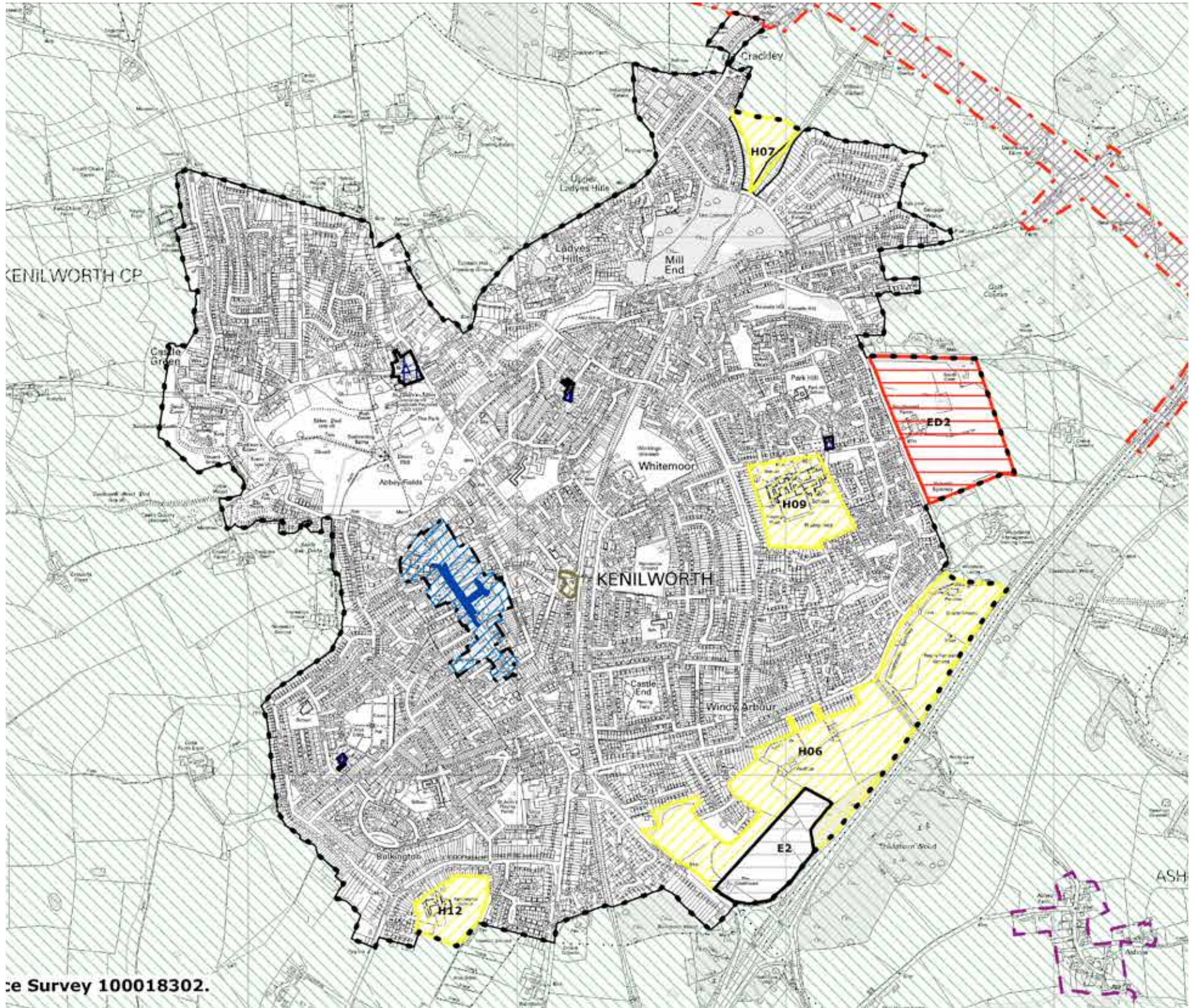
- identify and maintain supply of land for housing to meet the objectively assessed needs for market and affordable housing ensuring this is of the right size, has the right tenure, and is in the right location (emphasis added);"

NATIONAL

- 2.20 The National Planning Policy Framework ("the Framework"), published in March 2012, asserts that the purpose of the planning system is to contribute to the achievement of sustainable development. This is expressed in economic, social and environmental terms. Paragraph 8 states that to achieve sustainable development, economic, social and environmental gains should be sought jointly and simultaneously through the planning system.
- 2.21 At the heart of the Framework there is a presumption in favour of sustainable development. This presumption should be seen as a golden thread running through both plan-making and decision-taking. For plan-making this means that Local Planning Authorities should positively seek opportunities to meet the development needs of their area with sufficient flexibility to adapt to rapid change.
- 2.22 A set of 12 core land-use planning principles underpinning both plan-making and decision-taking, these principles are that planning should: [in summary form]
- be genuinely plan-led with Plans being kept up-to-date, and based on joint working and co-operation to address larger than

local issues. They also provide a practical framework within which decisions on planning applications can be made with a high degree of predictability and efficiency;

- not simply be about scrutiny, but instead be a creative exercise in finding ways to enhance and improve the places in which people live their lives;
- proactively drive and support sustainable economic development to deliver the homes, business and industrial units, infrastructure and thriving local places that the country needs. Every effort should be made objectively to identify and then meet the housing, business and other development needs of an area, and respond positively to wider opportunities for growth;
- always seek to secure high quality design;
- take account of the different roles and character of different areas, promoting the vitality of our main urban areas, protecting the Green Belts around them;
- support the transition to a low carbon future in a changing climate;
- contribute to conserving and enhancing the natural environment;
- encourage the effective use of land;
- promote mixed use developments, and encourage multiple benefits from the use of land in urban and rural areas, recognising that some open land can perform many functions;
- conserve heritage assets in a manner appropriate to their significance;
- actively manage patterns of growth; and
- take account of and support local strategies to improve health, social and cultural wellbeing for all, and deliver sufficient community and cultural facilities and services to meet local needs.

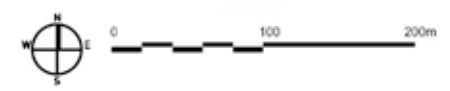


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- Key**
- WDLP - Green Belt (DS19)
 WDLP - Housing Allocations (DS11)
 WDLP - Employment Allocations (DS9)
 WDLP - Major Employment Commitments (EC3)
 WDLP - Major Education Allocations (DS12)
 - WDLP - Infill Village Boundaries
 WDLP - Retail Area (TC2)
 WDLP - Primary Retail Frontages (TC6)
 WDLP - Local Shopping Centres (TC17)
 WDLP - Kenilworth Railway Station (TR5)
 - HS2 Safeguarding Directions (July 2013)
 WDLP - Town Centre Boundary (TC1)
 WDLP - Urban Area Boundary
 - Areas of Surface Interest
 Limits of Safeguarding Direction

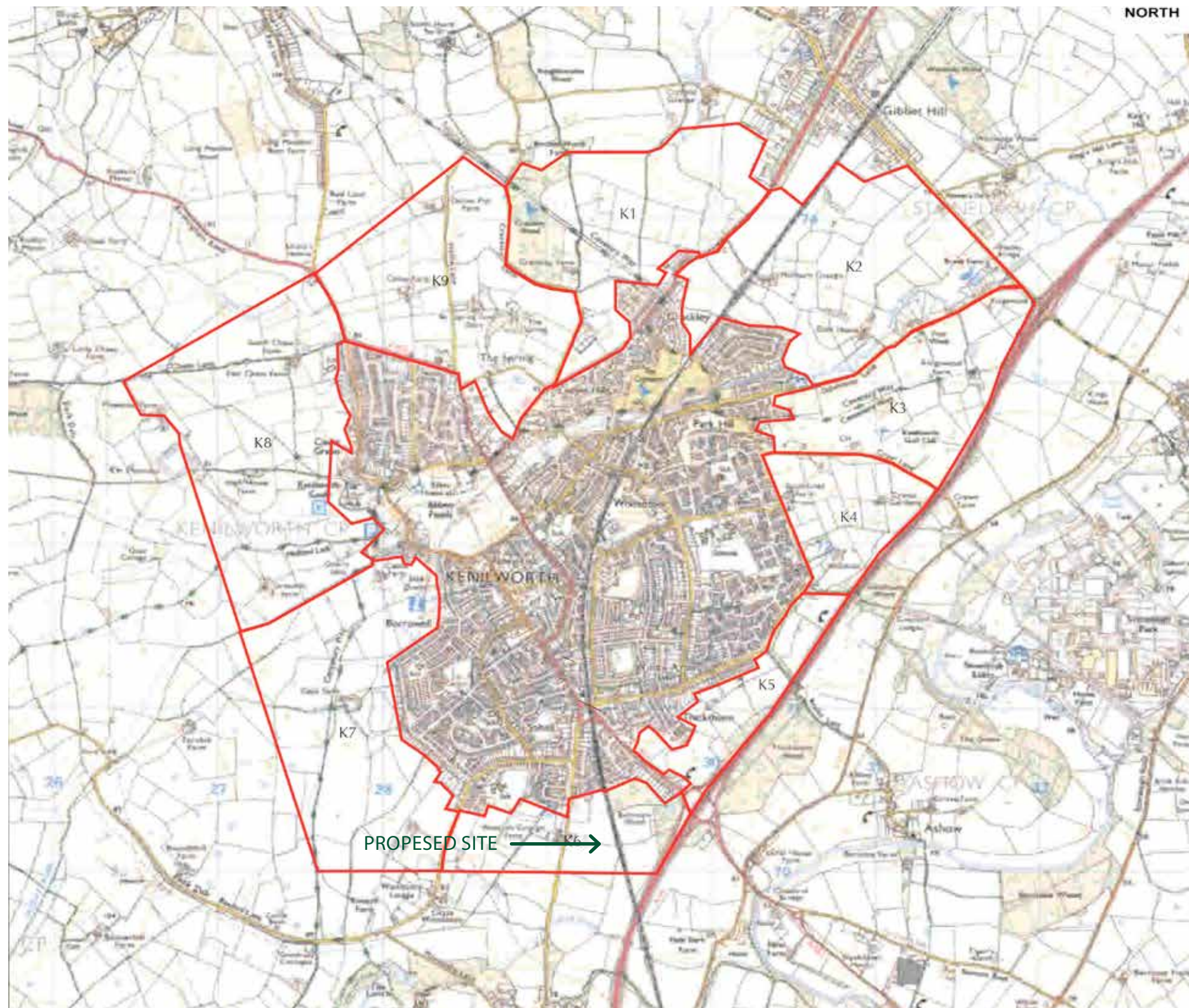


- | | | | | | |
|---|----------------|---|-------------------|---|-----------------|
|  | Site Boundary |  | Playing Fields |  | Bus Station |
|  | Railway Line |  | Schools |  | Doctors Surgery |
|  | Motorway (A46) |  | Shops/Town Centre | | |



EVALUATION

3



03 EVALUATION

EVALUATION

- 3.1 A very important planning consideration is the location of the site which lies in the West Midlands Metropolitan Green Belt. This section considers the importance of the Green Belt to the south of Kenilworth.

WARWICK DISTRICT COUNCIL'S EVIDENCE BASE

Coventry Joint Green Belt Review (January 2009)

- 3.2 In 2008, Coventry City, Nuneaton & Bedworth Borough, Rugby Borough and Warwick District Council ("WDC") commissioned SSR Planning, in partnership with Richard Morrish Associates ("RMA") to review the Green Belt land that surrounds the main urban areas across the authorities. As part of this review SSR Planning were asked to specifically consider the land around Kenilworth.
- Land at Warwick Road was considered as part of a much larger parcel of land to the south of Kenilworth in the Joint Green Belt Review carried out by SSR Planning in 2009.
 - The site fell within land parcel 'K6' with the southern extremities of this land parcel marked by a straight line – no discernible field boundaries were followed. The Joint Green Belt Review concluded that land parcel 'K6': -
 - Contributed to preventing sprawl south of Kenilworth
 - There would be no potential for coalescence south of Kenilworth;
 - Assisted in safeguarding the countryside from encroachment south of Kenilworth;
- 3.3 Contributed to preserving the setting and special character of Kenilworth; and that retention as green belt would encourage recycling of derelict and other urban land.

- 3.4 Appendix 11 (Landscape value Assessment Schedules) recommends that land parcel K6 be retained within the Green Belt. Appendix 11 states:

"The urban boundary includes a school, playing fields and allotment gardens that help form a reasonable transition to the countryside. Residential boundaries seem well established, although there may be some opportunities for minor infill. This area appears to be an important strategic gap between Kenilworth and Leek Wootton. We recommend K6 is retained within the Green Belt."

Options for Future Urban Expansion in Warwick District – Consideration for Sustainable Landscape Planning (November 2012)

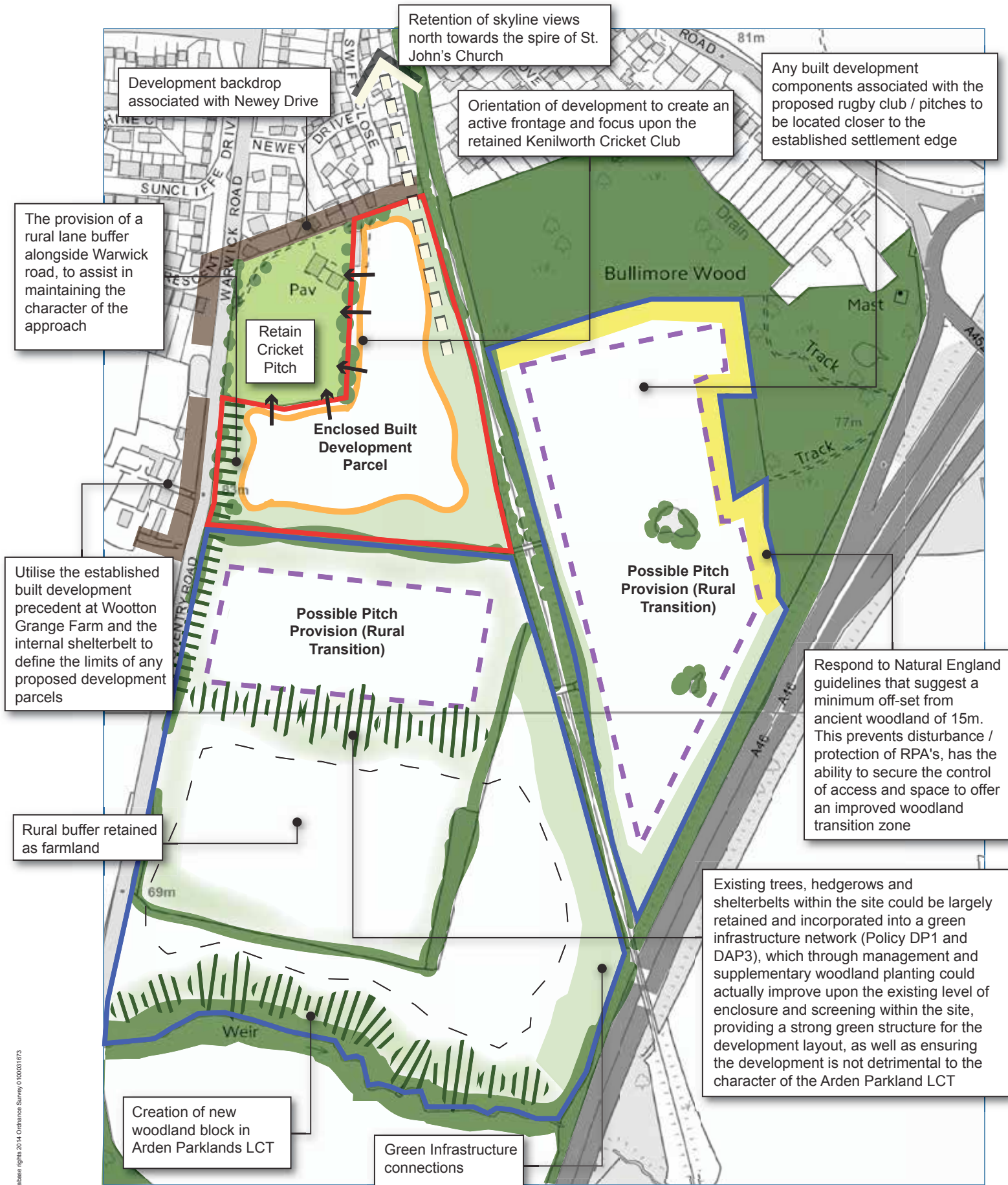
- 3.5 In March 2012, WDC commissioned RMA to revisit five particular land parcels defined by the Council and to provide guidance as to how they might be sensitively developed to mitigate the possible adverse impacts of development. WDC asked RMA to consider five larger areas and to identify potential cumulative impacts from a variety of potential development sources; to consider the likelihood of perceived settlement coalescence if all developments proceeds; and to make suggestions as to how major adverse landscape impacts might be avoided.
- 3.6 Whilst the land at Warwick Road, Kenilworth was not reconsidered through this process, the land was not specifically identified as being within an area where proposals for development could lead to physical or perceived settlement coalescence.

Considerations for Sustainable Landscape Planning Addendum (March 2014)

- 3.7 In February 2014, WDC reappointed RMA to review a further five sites that the Council had previously considered but discounted for residential development allocation. Included within this assessment was the land at Warwick Road, Kenilworth.
- 3.8 In respect of this land, the Addendum concluded: -

"Proposed development as illustrated in the representation concept plan would constitute a notable extension into the Green Belt and would be contrary to the functions of Green Belt. However the proposed residential portion of development has some potential to fit with the overall settlement pattern at Kenilworth, would appear to have few landscape constraints and presently proposes appropriate green infrastructure provision that in time could provide for a high quality residential development and a successful urban/rural interface (emphasis added). The proposed rugby club facilities are potentially more problematic in terms of landscape and visual impact – but there is potential that such impacts could be addressed with further design development and a sensitive approach to the development and operation of the site (emphasis added)." (Paragraph 4.2.7)

"The representation site will intrude into Green Belt but landscape and visual impacts might be mitigated with appropriate design and commitment to long-term landscape enhancement." (Paragraph 4.4.1)



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LANDSCAPE CHARACTER

3.9 At a national level the site lies within the 'Character Area 97 - Arden' and at a District level, the Warwickshire Landscape Guidelines (1994) identifies the site as lying within 'Arden' Landscape Character Area ("LCA"), and within this LCA a series of Character Types have been defined. The land at Warwick Road falls within the 'Arden Parklands' Landscape Character Type ("LCT").

3.10 The key character attributes of the 'Arden Parklands' LCT are: [in summary form]

"Overall character and qualities: An enclosed, gently rolling landscape defined by woodland edges, parkland and belts of trees

Character features:

- *Middle distance views enclosed by woodland.*
- *Belts of mature trees associated with estatelands.*
- *Many ancient woodlands, often with irregular outlines.*
- *Large country houses set in mature parklands.*
- *Remnant deerparks with ancient pollard oaks.*
- *Thick roadside hedgerows, often with bracken."*

3.11 According to the Warwickshire Landscape Guidelines, the Management Strategy for the 'Arden Parklands' LCT is to "retain and enhance the effect of wooded enclosures".

3.12 Whilst the character information set out above provides some relevant context to the land at Warwick Road, it does not address the characteristics specific to the site. In response to fieldwork carried out by Tyler Grange on behalf of Richborough Estates further

observations have been made with regards to the site and its immediate surroundings, namely:

- The majority of the site is essentially flat and lies at around at 83m AOD, although topography drops away to approximately 62m AOD towards the southern boundary;
- The surrounding urban area includes a school, playing fields, allotment gardens, cricket pitch and existing post war residential development that help form a reasonable transition to the countryside;
- The site comprises a disused paddock and four medium-large scale arable fields, with one to the east of the Leamington/Kenilworth railway line (which is vegetated and within cutting). The triangular field parcel to the east shows evidence of former ponds and contains two clusters of trees. It is also bounded by Bullimore Wood (ancient woodland);
- Some internal hedgerows have been removed over time;
- To the west the boundary with Warwick Road is defined by an overgrown 'hedge' interspersed with trees, with the redbrick development at Wootton Grange beyond;
- Glimpsed views are available from portions of the site north, towards the spire of St. John's Church; and
- To the south at the junction with Wootton Grange, the site is defined by an internal shelter belt. Beyond this is the line of the A46 and the vegetated Cattle Brook. Planted species include birch, ash, cherry, poplar, dogwood, holly, hazel with a height of up to 9-12m.

VISUAL ENVIRONMENT

3.13 The approximate extent of the visual envelope of the site is set out below:

- To the north - the well treed boundary associated with the Kenilworth Cricket Club and the residential properties associated with Newey Drive restrict views beyond, as does the presence of Bullimore Wood to the north east. Glimpsed distant skyline views are available towards the spire of St. John's Church some 430 metres to the north;
- To the east – views are limited by the vegetated backdrop associated with Bullimore Wood and the A46 corridor;
- To the south – views are more extensive, although filtered by the layers of vegetation and wooded ridgelines. The visual envelope includes the rising land associated with Hill Wootton and glimpsed views of the settlement edge at Leek Wootton (some 450m to the south); an
- To the west – the unmanaged hedgerow associated with the length of Warwick Road filters most views; however, glimpses through extends the visual envelope towards Little Woodcote and the wooded backdrop associated with Woodcote Lane.

SITE OPPORTUNITIES & CONSTRAINTS

3.14 In response to desktop and fieldwork undertaken on behalf of Richborough, a series of site opportunities and constraints have emerged which could be used as guidance to inform the appropriate promotion and development of the site. The site opportunities and constraints are appropriately identified on the Development Principles Plan adjacent.



DESIGN

4



Residential Boundary



Proposed Planting



Proposed Open Space



Football Pitch



Rugby Club Boundary



Cricket Ground



Arable/Farmland



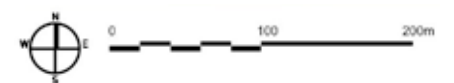
Existing Planting



Rugby Pitches



Wooton Grange



04 DESIGN

THE PLANNING CONSIDERATIONS

- 4.1 An allocation of the land at Warwick Road for residential development comprising in the region of 100 dwellings is sought by Richborough. As part of the residential development allocation land would be released to enable the relocation of Kenilworth Rugby Club ("KRC") which will assist the overall delivery of the Thickthorn Strategic Urban Allocation to the east of Kenilworth.
- 4.2 This section of the promotional document gives consideration to the landscape and visual impacts; the release of the land from Green Belt; the indicative development masterplan; and the site's deliverability.

LANDSCAPE & VISUAL IMPACTS

Landscape Impacts

- 4.3 The allocation of the land at Warwick Road for residential development will inevitably involve the loss of a small area of land from the 'Character Area 97 - Arden' and, 'Arden' LCA and the 'Arden Parklands' LCT. All development brings with it a degree of change, the planning issue for determination is the scale and degree of the change. In this context, it is appropriate to consider the sites impact upon the overall integrity of the identified landscape areas.

- 4.4 It is acknowledged that new residential development, inclusive of the rugby club facilities, will have a direct effect on the landscape character, introducing new built development to a site which is undeveloped. It is considered, however, the change will be limited to a very small proportion of the wider LCA and LCT which is extensive. It is evident from the fieldwork undertaken by Tyler Grange, that the site is influenced by both the urbanising elements and severance of the railway embankment, the post war residential backdrop and the A46 corridor, as well as the rural fringe nature of the open agricultural landscape to the south.

- 4.5 The immediate landscape setting for the site is considered to be transitional. There is no evidence of the distinct parkland characteristics associated with the 'Arden Parklands' Landscape Character Type. Accordingly, it is considered the land at Warwick Road will be perceived in the context of an evolving town character. It is submitted that no significant characteristic landscape features will be lost as a result of the proposed allocation and the sites subsequent development, albeit a proportion of 'greenfield land' will be lost. It is considered that the effect of introducing new residential development, inclusive of the rugby club facilities will be limited and the character of the 'Arden' LCA and 'Arden Parklands' LCT will prevail.

Visual Impacts

- 4.6 Visually, the site is relatively well enclosed through the presence of housing to the north, the A46 corridor to the east and the layering effect of hedgerows and woodland blocks in the wider landscape.

- 4.7 Potential visual receptors include residential owners and users of the surrounding roads (principally Newey Drive, Warwick Road and Lindsey Crescent), users of the railway line (operated by London Midland), users of the A46 and the agricultural workers and/or visitors associated with the adjoining agricultural land.
- 4.8 There are no public rights of way (sensitive recreational receptors) crossing the site itself or located within the immediately adjoining landscape. Accordingly, the perceived visual effects from developing the land at Warwick Road would be localised.

CONSIDERATION OF THE GREEN BELT

4.9 A review of the site's performance and suitability for release in relation to the purposes of the Green Belt as set out in paragraph 81 of the Framework has been undertaken and is set out below. The Green Belt serves five purposes:

- To check unrestricted sprawl

4.10 The principal consideration is the sprawl of the existing urban edge of Kenilworth and potential coalescence with the village of Leek Wootton (1km from the proposed development edge). Whilst the proposed built development results in an additional maximum land-take of approximately 5.7 hectares, the scale of the proposals is such that it could not be deemed as contributing to unrestricted sprawl. The existing surrounding landscape features and characteristics of the 'Arden Parklands' LCT provide a strong degree of filtering and permanence in the long term which is robust and capable of absorbing this scale of development. The land holding is also contained within robust and defensible boundaries (Warwick Road, Bullimore Wood, the A46 and the southern shelterbelt).

- To prevent neighbouring towns merging into one another

4.11 In terms of the merging of settlements, a key consideration is the strength and permanence of existing boundaries. As set out above, the site is both physically and visually contained, with limited inter-visibility with adjoining Leek Wootton to the south.

4.12 The physical growth of the Kenilworth in this location, when limited at the established southern building line of Wootton Grange Farm, would result in development that was largely inconspicuous in the surrounding landscape, given the surrounding highway network and the presence of a strong framework of intervening vegetation which would assist in diminishing any perception of coalescence on the local landscape and visual receptors.

4.13 The settlement fringe location also requires consideration in relation to the Framework, where sustainable development and associated benefits enables the proposals to be accommodated substantially within a well defined framework of transport infrastructure and established landscape features. In this case, it means that the hedgerow boundaries can be used efficiently for development in association with opportunities for strengthening the landscape and environmental quality of the site through the provision of connecting Green Infrastructure.

- Safeguarding the countryside from encroachment

4.14 The existing framework of vegetation and limited number of receptor locations restricts the perceived sense of openness, and this limited inter-visibility between the site and the surrounding built form, highways network and other receptors emphasises the degree of containment. The character of the landscape is transitional to the north, and where it becomes more rural to the south, there is little sense of permeability in terms of public access and recreational opportunities.

4.15 The containment and retention of the strong framework of vegetation, and the delivery of new woodland planting (in accordance with the Warwickshire Landscape Guidelines) would further limit the extent to which any proposed development would introduce uncharacteristic features into the landscape, thus any sense of visual encroachment into the wider open countryside would be negligible.

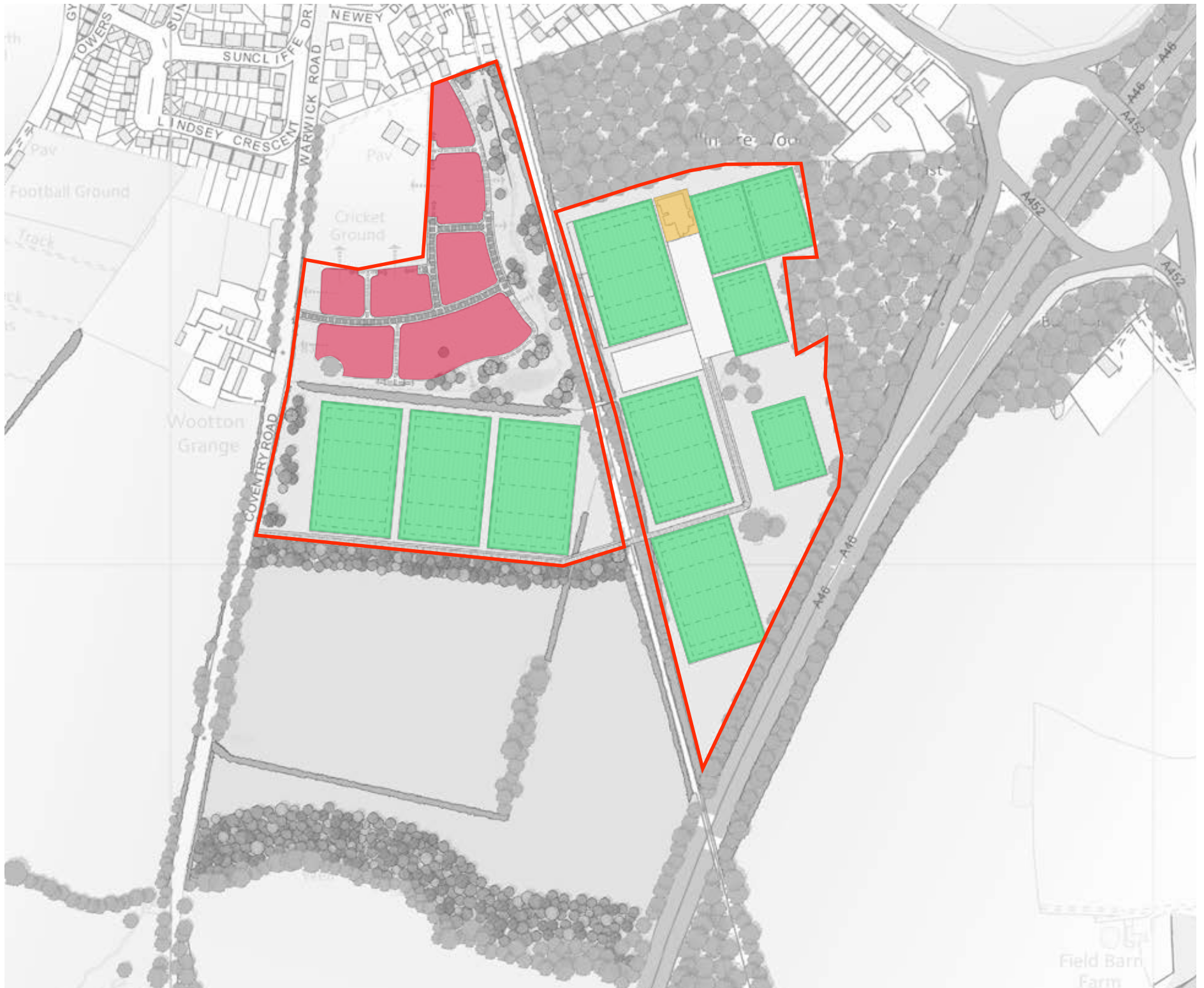
- Preserve the setting and special character of historic towns

4.16 Available information on the historic landscape does not determine any specific role that the site plays in providing an important setting or approach to Kenilworth. There are some views north to the spire of St. John's Church, but these can be retained as part of any forthcoming development option.

4.17 Bullimore Wood is ancient woodland which will need to be safeguarded and the stone bridges over the line (opened in 1844) are notable features worthy of retention. Aspects of this landscape are expected to be ancient in origin, but no rare or unique landscape features have been identified at this stage.

- Assisting urban regeneration

4.18 There are no brownfield sites within the Kenilworth urban area capable of meeting the towns housing needs. This is clearly evident by the scale of development already proposed on Green Belt land outside the town's built framework.



Residential Boundary



Rugby Club Boundary



Residential Development



Rugby Pitches



Rugby Club



0 100 200m



View across cricket field



View up Warwick Road towards Kenilworth



View across potential residential development



View down Warwick Road towards Leek Wooton



View out towards potential residential development from cricket club

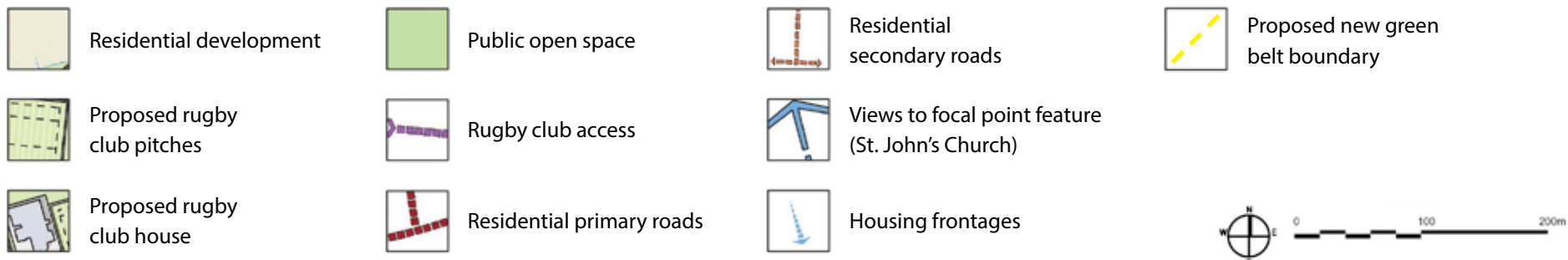
Paragraph 81 of the Framework (NPPF)

4.19 As set out at paragraph 81 of the Framework, there are also opportunities to be explored in terms of positively enhancing the landscape context of the site. In association with a sensitive development response, the following objectives could be established and presented as part of the landscape strategy response:

- The improvement of public access for recreation and informal open space in line with Green Belt objectives. New native planting could reflect the characteristics of the local landscape character; and, the detailed design, specification and maintenance of areas of woodland habitat could bring required species diversity;
- The ability to restore and manage landscape features associated with the Arden Parklands LCT, safeguarding the historic landscape framework for future generations. This could include the control of access to Bullimore Wood (ancient woodland) and the provision of a more appropriate buffer / woodland transition; and
- Creating opportunities for new visual experiences and vistas across the landscape to St. John's Church and the backdrop of Bullimore Wood.



KEY



SITE DELIVERABILITY

4.20 Subject to the allocation of the land within the emerging WDLP, then it is anticipated that development will commence by spring 2016 with the first house completions anticipated by the end of 2016. The expected average build-out rate is likely to be fifty dwellings per annum – taking into account the delivery of affordable housing. This would thus deliver 100 dwellings within the first five years of the Plan having been adopted.

KEY

1. Vehicular access serving residential development.
2. Crescent retaining existing tree.
3. New streets positioned to overlook existing cricket ground with frontages.
4. Views towards St John's Church retained.
5. Sustainable Urban Drainage.
6. Retention of existing hedgerows and field patterns.
7. New Rugby Club in accordance with AJA Architects drawing 4928-8.
8. Vehicular access serving Rugby club.
9. New tree planting and landscape.
10. Woodland planting to continue existing woodland areas.
11. Existing bridge utilised.

INDICATIVE DEVELOPMENT MASTERPLAN

4.21 An indicative development masterplan has been prepared and is included within this document to demonstrate how the site can be developed sustainably.

Residential Element

4.22 The allocation would deliver a mix market and affordable housing. The indicative development masterplan opposite shows a residential scheme for approximately 100 new dwellings, which would provide a range of housing types and sizes. It is envisaged that the development will be inward facing and be split into two different characters: higher density on the northern part of the site to reflect the urban nature and lower densities on the southern half to reflect the rural character and create an appropriate transition between an urban and rural setting.

4.23 The residential development will be divided by a sinuous main access road branching into a network of narrower streets or irregular patterns.

4.24 Strategically placed public open space adjacent to western side of the railway line creates a defined green infrastructure network linking the site to the proposed rugby fields south and east of the residential areas.

4.25 The proposed building scale is intended to match the surrounding housing character with the majority being 2 storey in scale. A variety of eaves lines would be suggested to help promote diversity in the streetscene. Likewise, certain focal areas of the site could include taller roofs and eaves.

4.26 The general mix of housing will depend upon the scale/massing of the dwellings, although it would be Richborough's intention

to provide for a range of housing types and styles

Rugby Club Element

4.27 Richborough is in advanced discussions with KRC over making land available to deliver the relocation of the club and its facilities. It is anticipated that an agreement will be formalised shortly. The indicative development masterplan illustrates a playing pitch arrangement to meet KRC's requirements – although it must be noted that this could alter. Included within the proposals for the Rugby Club is the construction of a new clubhouse with adequate changing room facilities and car park. At this stage the precise requirements are unknown although it is envisaged that the building will be single storey in height.

4.28 It is proposed to access the Rugby Club via the creation of a new Priority T-Junction on the Warwick Road in the location marked '8' on the masterplan. This will enable the proposed residential development to the north and KRC to avoid any conflict. The access to the clubhouse, parking and playing fields situated to the east of the railway will be taken along the strengthen landscape boundary marked '9' before utilising the existing bridge to pass over the railway line. It is submitted that this landscape boundary will provide Kenilworth with a permanent and defensible Green Belt boundary going forward, which is capable of enduring beyond the end of the Plan period (2029).



SUMMARY & CONCLUSION

5



05 SUMMARY & CONCLUSION

SUMMARY

5.1 Richborough Estates seek an allocation on land at Warwick Road, Kenilworth within the emerging Warwick District Local Plan 2011-2019 for new residential development. Representations have been submitted by Strutt & Parker LLP on behalf of Richborough Estates advocating the release of the land at Warwick Road from the Green Belt in order to:

- Provide an appropriate solution to the deliverability issues surrounding the land east of Kenilworth (Thickthorn);
- Make available land for the relocation of Kenilworth Rugby Club, inclusive of new and enhanced playing facilities; and
- Deliver new housing in a sustainable location to provide more flexibility to the District's spatial planning strategy to help towards meeting its objectively assessed housing need.

5.2 Richborough Estates and the landowners are in discussions with KRC regarding the potential relocation of the existing facilities to land south of Kenilworth. KRC has searched for an alternative location for a number of years, and having reviewed all available options, the land on the southern edge of Kenilworth is considered to be the only feasible option for relocation and delivery of the required sports facilities. The relocation of KRC will not only provide improved facilities for the town, but more fundamentally enables the proposed Strategic Urban Allocation at Thickthorn to come forward in a comprehensive manner.

5.3 Kenilworth is considered to be a highly sustainable location for the provision of new housing with links to Coventry, Stratford upon Avon, Warwick by means of public transport. The new station coming to Kenilworth brings with it the opportunity for Kenilworth to be connected to Birmingham, the rest of the north, London and rest of the south. Accordingly, the allocation of the site for new housing development would accord with the aims set out within the Framework to promote sustainable transport.

5.4 It is acknowledged that the allocation of the land at Warwick Road for new development will have an effect on the landscape character. However, it is considered that the change will be limited to a very small proportion of the wider LCA and LCT which is extensive. The fieldwork undertaken by Tyler Grange confirms that the immediate landscape setting for the site is considered to be transitional. No evidence of the distinct parkland characteristics associated with the 'Arden Parklands' LCT has been identified. Accordingly, the land at Warwick Road will be perceived in the context of an evolving town character.

5.5 The perceived visual effects from developing the land at Warwick Road is considered to be localised.

5.6 The release of the land from the Green Belt does not undermine the purposes of including land within it. As demonstrated through the indicative development masterplan a new firm and defensible Green Belt boundary, which is capable of enduring beyond the end of the Plan period (2029) can be demonstrated.

CONCLUSION

5.7 The land at Warwick Road is a logical site to extend the existing urban area of Kenilworth. It is a sustainable location adjacent a local school, an existing residential community and public transport linkages. The promotion site can positively address the Green Belt constraints through the formation of a new firm and defensible Green Belt boundary to the south along the proposed access track to the Rugby Club. The site also successfully integrates with its urban and rural surroundings.

5.8 The allocation of the land at Warwick Road is specifically requested in order to provide solution to the deliverability issues surrounding at Thickthorn; make land available for the relocation KRC; and deliver new housing in a sustainable location to provide more flexibility to the District's spatial planning strategy to meet its objectively assessed housing need.

